

## DOINGS OF THE VAN LOONS



Leave it to Father to know where he wants to go

A Dollar Saved  
Is A Dollar Made

So buy your groceries from the  
OCALA GROCERY COMPANY,  
and save money.  
Every little bit helps. Full weight  
and measure guaranteed

1 pound Bliss Coffee.....30c  
3 pounds best Rice.....25c  
1 qt good Florida Syrup.....20c  
1 bottle good Fla Syrup.....9c  
Irish potatoes per pk.....26c  
BACON per pound.....16c  
5 gallons oil.....60c  
Everything cheap for cash.

**Ocala Cash Grocery  
Company,**  
Next to Burnett's  
On Fort King Avenue

WHY not give your lad  
the same training?

"When I was a growing lad, and came upon many words in my reading that I did not understand, my mother, instead of giving me the definition when I applied to her, uniformly sent me to the dictionary to learn it, and in this way I gradually learned many things besides the meaning of the individual word in question—among other things, how to use a dictionary, and the great pleasure and advantage there might be in the use of the dictionary. Afterwards, when I went to the village school, my chief diversion, after lessons were learned and before they were recited, was in turning over the pages of the 'Unabridged' of those days. Now the most modern Unabridged—the NEW INTERNATIONAL—gives me a pleasure of the same sort. So far as my knowledge extends, it is at present the best of the one-volume dictionaries, and quite sufficient for all ordinary uses. Even those who possess the splendid dictionaries in several volumes will yet find it a great convenience to have this, which is so compact, so full, and so trustworthy as to leave, in most cases, little to be desired."—Albert S. Cook, Ph.D., LL.D., Professor of the English Language and Literature, Yale Univ. April 28, 1911.

WRITE for Specimen Pages, Illustrations, Etc. of WEBSTER'S NEW INTERNATIONAL DICTIONARY  
**G. & C. MERRIAM COMPANY,**  
For Over 65 Years Publishers of  
The Genuine Webster's Dictionaries,  
SPRINGFIELD, MASS., U.S.A.

To Cure Catarrh  
Purify the Blood

Reason it Out, Where Does it  
Start the Mucus From?



Innumerable catarrh sufferers have cured themselves by purifying their blood with S. S. S. Catarrh often invades the entire system before it chokes the nasal passages. It becomes a chronic and extensive that the stomach, liver, kidneys, bronchial tubes and most of the glands are involved without such serious conditions being realized. Catarrh may be the result of some serious blood trouble of former years, and this is only one of the many peculiar effects of impure blood. Now S. S. S. in its influence upon the mucous surfaces, causes those catarrhal secretions to be changed or converted into a substance easily, quickly, and naturally expelled from the body. It so changes this mucus that it is not theropy, clogging stuff that plugs the nose, chokes the throat, causes severe bowel trouble, upsets the stomach and contaminates the food just entering the blood. It is often difficult to convince catarrh sufferers that chronic cough, chest pains, gasping, fetid breath and other symptoms are only the local evidence of deep seated trouble. Get a bottle of S. S. S. today and try it. You will get good results, real benefit and soon be aware of a gradual clearing up and a check to the progress and dangers of catarrh. Avoid substitutes. S. S. S. is prepared only by The Swift Specific Co., 61 Swift Bldg., Atlanta, Ga. They conduct a medical department for free advice that is worth while consulting.

## PROSPERITY AT HOME

THERE IS NOTHING OF GREATER IMPORTANCE TO US THAN THE PROSPERITY OF OUR COMMUNITY. PROSPERITY AT HOME IS BASED ON LOCAL BUSINESS CONDITIONS.

If our local merchants and storekeepers transact a large volume of business their prosperity is communicated to every person in the entire community.

The values of our real estate increase. Wages are increased. There is more money in circulation and it is more readily obtained for purposes of expansion, paying for improvements, buying luxuries, etc.

In every way we can discover better conditions on all sides when our business men are busy.

There is every reason in the world why we should spend our cash at home instead of sending it to the big cities. By keeping it in circulation in our home community we profit in many ways.

But if we send our money to the mail order houses, that is the last we hear of it. If enough money is sent to the mail order houses from our community we may easily put our local merchants out of business. By diverting our trade from our local storekeepers we can make it impossible for them to maintain their stores.

Every dollar sent out of our town to the mail order houses detracts just so much from our own individual prosperity, as well as from the prosperity of the storekeepers and from the community in general.

Think of the consequences if we should all send to the mail order houses for our necessities and our luxuries. How long would it be before our local merchants would have the "closing out sale" signs on their doors, to be followed by the "for sale" signs on the stores themselves?

AND WHEN THE BUSINESS HOUSES ARE ALL ADVERTISED FOR SALE WHAT WILL BE THE VALUE OF OUR OWN HOUSES AND LOTS?

Such conditions have actually prevailed in some communities. It has happened that the citizens became "mail-order-mad" and sent to the big cities for the greater part of their merchandise. The local merchants abandoned the field, because there was no business there for them. The burden of taxation fell on the various property owners, because there were no business concerns to bear the big proportion which generally falls to their share. Property values decreased until there were no bidders for undesirable real estate. The town became dead.

In the meantime the head of a big mail order house in Chicago was drawing an income of over a million and a quarter dollars, made possible by the business received by his concern, by mail, from such communities as the one above described and from our own community, as well as from others all over the United States.

Every dollar of this enormous income was diverted from storekeepers in small communities. Every dollar sent in to that great mail order concern, amounting to hundreds of millions of dollars annually, detracted from the prosperity of some community, struggling to become a center of population, but retarded by the short-sightedness of the citizens who sent their money out of town in preference to helping towards the prosperity of their own community.

Of course, it was all done unthinkingly. Those who sent their dollars to the mail order house did not stop to consider that these same dollars would add to the prosperity of the home community if expended at home. They did not stop to reason that by helping those in their own community they would be best advancing their own interests.

THIS COMMUNITY NEEDS YOUR HELP. YOU NEED THE HELP OF EVERY DOLLAR IN ORDER TO MAKE A BETTER COMMUNITY IN WHICH TO LIVE. YOU NEED THE PROSPERITY OF THIS COMMUNITY TO MAKE YOUR PROPERTY OF GREATER VALUE AND TO GIVE YOU THE BENEFITS OF A BETTER COMMUNITY IN WHICH TO MAKE YOUR HOME BRIGHTER, MORE DESIRABLE AND WORTH MORE IN DOLLARS AND CENTS.

We must all consider these matters. We must stop and think, before sending our dollars to the mail order houses, that our co-operation is necessary to the upbuilding of our community and that, for our own selfish advantages, even with no other motive, we must patronize home institutions and keep our dollars at home so that they can work for the advancement of our own prosperity.

We will all find that it is a fact, when we consider the question from every view point, that we can buy as cheaply and as profitably from our local merchants as from a mail order house, and we then know what we are buying, instead of buying a "pig in a poke."

## WEIRSDALE

Weirsdale, October 27.—We are told that there will be a general merchandise store at Stanton soon. That part of the lake edge seems to be attracting attention just now. With a store, a real estate office and new settlers coming and now the opening of the postoffice, with Miss Lytle in charge, Stanton can well say we are "getting busy." Success to you.

Rev. J. A. Logan was away last week attending the fall meeting of the Florida Presbytery at Kissimmee.

He returned home in time to fill his pulpit at Center Hill last Sunday.

Messrs. Milton Albertson and Paul Smith, of South Lake Weir, were in Ocala Saturday.

Mr. John Torney, who is visiting his daughter, Mrs. A. M. Reed, transacted business at East Lake Saturday.

Captain J. B. Martin, of Oklawaha, was here on business Saturday.

Our former fellowtownsman, Mr. Joe East, of Leesburg, visited with his brother and family between trains Saturday.

The following persons were traders in the "Brick City" Saturday: Mr. Frank Lytle, Mr. and Mrs. W. B. Coggings, Mr. and Mrs. E. Schnitzler and Mr. and Mrs. W. H. Bickley.

Mrs. A. M. Reed and father, Mr. John Torney, and Mr. Wm. Smith transacted business in Ocala Monday.

Mr. Wm. Alsop returned Monday from his Jacksonville trip. He re-

ported that the war has affected business in the city very much.

Mr. Allan Cameron returned Saturday from his Canada trip. His aged mother, whom he brought back with him, stood the trip nicely and is truly glad to be back in the Florida home.

Mr. J. R. Altman, who spent the week-end with his wife in Eustis, returned Monday to resume his work. He says that tourists are coming in to Eustis early this fall.

The Douglass Bros. are planning to build about 40 miles of phone line, as soon as the work can be done, connecting South Lake Weir, Lady Lake, East Lake, Stanton and Mayville with Weirsdale. A worthy improvement.

## Wilbur Smith Co.

E. C. SMITH, Mgr.

**Funeral Directors  
AND  
Licensed Embalmers**

Office Phone 10.  
Night Phone 94.

All work given our personal  
attention and guaranteed fully.

11 W. Oklawaha Avenue.

OCALA, FLORIDA.

## CANDLER

Candler, Oct. 26.—The Candler senior baseball team met the Belleview team Saturday afternoon on the latter's diamond for a match game, which resulted in a victorious score for Belleview.

Rev. and Mrs. E. G. McKinley returned Friday morning from attending the Presbytery in session at Orlando.

Mr. and Mrs. Scarsdale paid Fruitland Park a business visit last week.

Mr. E. N. DeLong was a business visitor to Webster during the past week.

Mrs. George Yancy and little daughter, Mary Elizabeth, left Saturday morning to join Dr. Yancy in their home in Rio De Janeiro, Brazil, S. A.

John Driever, a student in the ninth grade, carried off the honors the past month in scholarship, having made the highest percentage, 97 1/2.

Mrs. John Matthews, who has been quite ill for the past week, is improving.

Mrs. Lucy Freeman is having improvements made on the interior of her home.

## AUTOMOBILES

Light your automobile with electric lights. For particulars write Box 1075, Tampa, Fla. 10-7-30td

## OCALA FRATERNAL ORDERS

## MARION-DUNN MASONIC LODGE

Marion-Dunn Lodge No. 19, F. & A. M., meets on the first and third Thursday evenings of each month at 7:30 o'clock, until further notice.  
Baxter Carn, W. M.  
Jake Brown, Secretary. Ad

## ORDER OF EASTERN STAR

Ocala Chapter, No. 29, O. E. S., meets at Yonge's hall the second and fourth Thursday evenings of each month at 7:30 o'clock.

Mrs. Flora Brown, W. M.  
Miss Florrie Condon, Secy.

## ODD FELLOWS

Tulula Lodge No. 22, I. O. O. F., meets in Yonge's Hall every Tuesday evening at 8 o'clock. A warm welcome always extended to visiting brethren.  
J. H. Benjamin, N. G.  
W. L. Colbert, Secretary.

## KNIGHTS OF PYTHIAS

Ocala Lodge No. 19. Conventions held every Monday at 7:30 p. m., at Castle Hall, over the James Carlisle drugstore. A cordial welcome to visiting brothers.  
Wm. Gober, C. C.  
Chas. K. Sage, K. of R. S. Ad

## WOODMEN OF THE WORLD

Fort King Camp No. 14 meets at the K. of P. Hall, at 8 p. m., every second and fourth Friday. Visiting sovereigns are always welcome.  
F. J. Burden, C. C.  
Chas. K. Sage, Clerk. Ad

## LOYAL ORDER OF MOOSE

Ocala Lodge No. 699, L. O. M., meets every Thursday at 8:30 p. m. Visiting brethren always welcome to the lodge and club house on Magnolia street, near postoffice.

J. D. Rooney, Dictator.

## CHAPTER NO. 13, R. A. M.

Regular convocations of the Ocala Chapter No. 13, R. A. M., on the fourth Friday in every month at 7:30 p. m.  
C. E. Connor, H. P.  
Jake Brown, Secretary.

## CONCORDIA LODGE F. U. OF A.

Concordia Lodge, Fraternal Union of America, meets in Yonge's Hall on the second Thursday evening of each month.  
Geo. L. Taylor, F. M.  
Chas. K. Sage, Secretary. Ad

## OCALA LODGE NO. 286, B. P. O. E.

Ocala Lodge No. 286, Benevolent and Protective Order of Elks, meets the second and fourth Tuesday evenings in each month. Visiting brethren always welcome. Club house opposite postoffice, east side.

David S. Williams, E. R.  
L. W. Harley, Secretary. Ad

The Management of DR. McCLANE  
Medical, Surgical, Hydropathic  
and Electric Institute

Announces the moving of the Institute offices and treatment rooms to the Z. Butte Building on Main Street, southeast corner of Public Square, entrance between The Murray Co., and Troxler's stands.

Larger Quarters, More Fully Equipped and will be Run Strictly Upon Ethical Lines

HOURS: 9 A. M. TO 4:30 P. M. PHONE 336

Our Woman's  
Bargain Club

By the fortunate arrangement with the publishers of one of the most popular magazines for women and the home, we are enabled to offer you McCALL'S MAGAZINE, twelve months (and one free McCALL dress pattern), with our own paper, unexcelled as a home paper for all the family at a special reduced club price that will save you money, and afford you a wealth of wholesome entertainment, valuable information and interesting, up-to-the-minute news.

## CLUB NO. 1—

Ocala Evening Star  
(Six Months)

McCall's Magazine  
(Twelve Months)  
(Including FREE PATTERN)

\$2.50

## CLUB NO. 2—

Ocala Weekly Star  
(Twelve Months)

McCall's Magazine  
(Twelve Months)  
(Including Free Pattern)

\$1.50

Subscription may either be new or renewal.

McCALL'S MAGAZINE IS LOVED BY MORE THAN 1,200,000 WOMEN

—because McCALL'S is their home helper, bringing every month 84 to 136 big pages (all attractively illustrated and printed on fine quality paper) brimful of valuable information on clothes, house-keeping, pure food, recipes, cooking, entertaining, health, baby, beauty, etiquette, plain and fancy needle work, embroidery, home dress-making, home millinery and home decoration.

—because McCALL'S is their fashion authority and guide in correct dress (for themselves and children,) showing over 50 new designs of latest styles monthly, and telling what to wear and how to make it at least expense.

—because McCALL'S is more than a magazine, more than a fashion authority and household guide—because McCALL'S is a real FRIEND and INSPIRATION to all women who appreciate the best in magazine reading the best in stories and articles to entertain and the best in practical departments suggesting ways to economize, to earn money at home, to lighten burdens and to make life more worth while.

SEND AT ONCE FOR THE "WOMAN'S BARGAIN CLUB," THE ABOVE OFFER ONLY GOOD DURING SEPT. and OCTOBER 1914

The Ocala Star  
OCALA, FLORIDAUSE THIS COUPON NOW FOR THE  
WOMAN'S BARGAIN CLUB

To The Ocala Star, Ocala, Florida: Date .....

I enclose \$..... for which please send me the "Woman's Bargain Club," No..... as advertised by you.

NAME .....

CITY ..... STATE .....

R. F. D. or Street or Box No.....

Put Your Ad. in the STAR if you want RESULTS